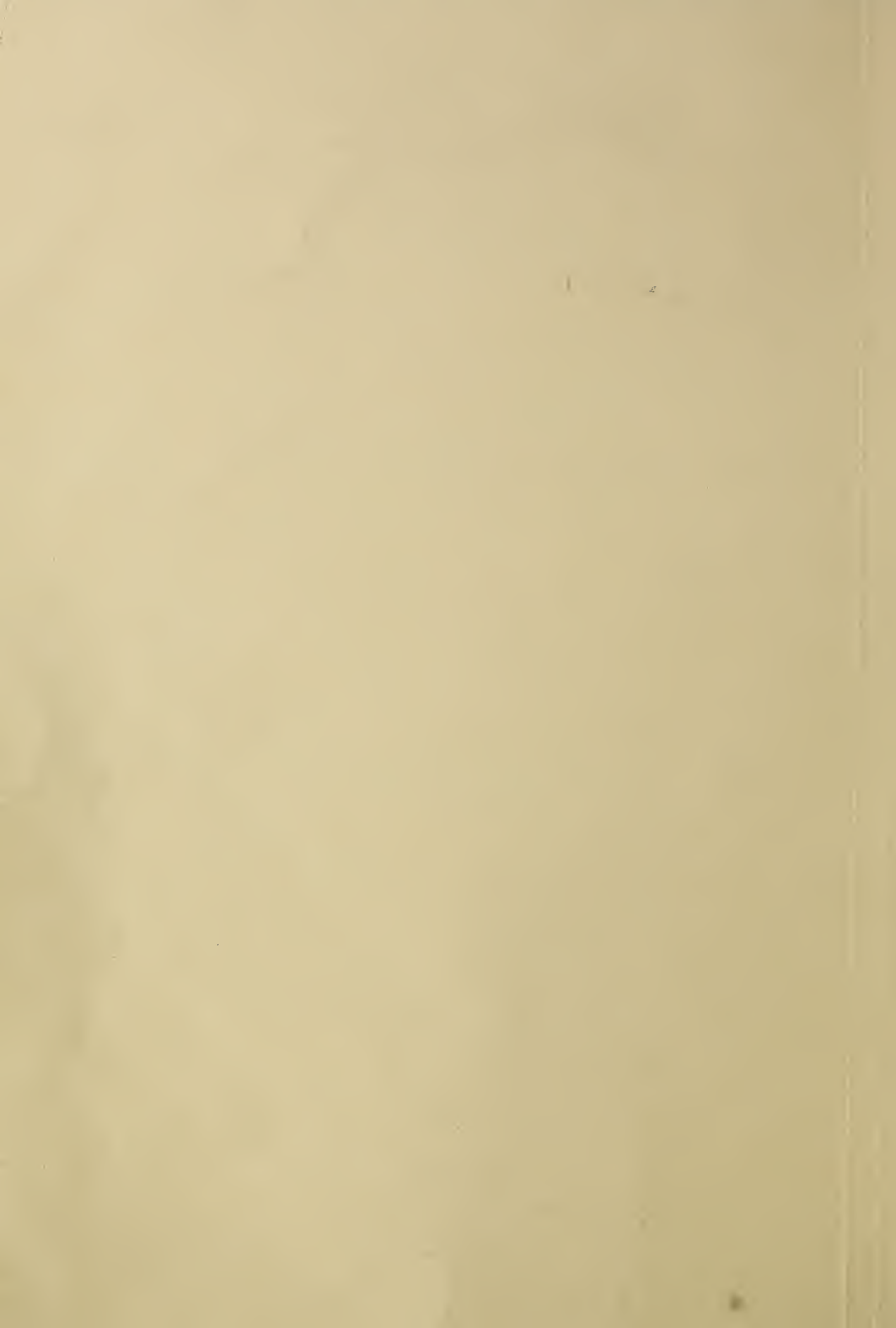


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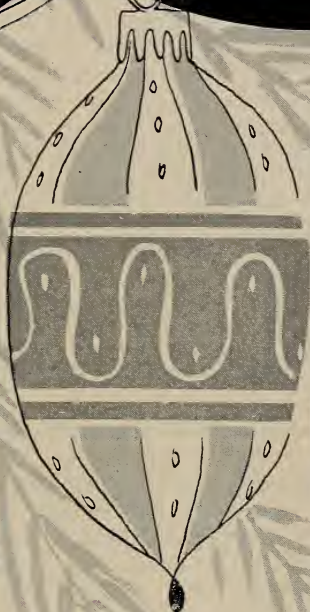
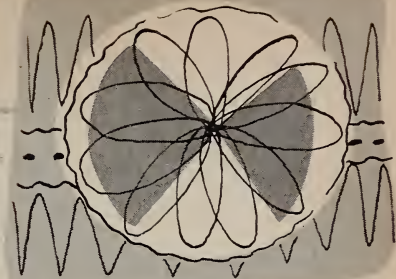
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EXTENSION SERVICE

Review

DECEMBER 1955



Prepared in Division of Information Programs

LESTER A. SCHLUP, *Director*

CATHERINE W. BEAUCHAMP, *Editor*

DOROTHY L. BIGELOW, *Associate Editor*

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Ear to the Ground

• Summarized for you in this issue is an illustrated account of the past year's Extension activities throughout the United States. The statistics cover 1954 in most cases, but activities often are drawn from 1955 reports. As a part of a large organization, every extension worker likes to have on tap some information on the total results of extension work, insofar as it is possible to assemble such data.

For convenience, the magazine this month is divided into 4 parts: Wise Use of Land, Quality Livestock and Poultry, To Market—To Market, and Better Farm and Home Living. The examples of achievement were selected, not necessarily as exemplary but as illustrative of the wide variety of work that extension agents are doing and the major areas receiving emphasis this past year or so.

• Next month look for our Professional Training issue with information on scholarships, fellowships, and courses to be offered in 1956 summer schools. Liberally sprinkled throughout the issue will be personal accounts of how county extension workers have managed in one way or another to free themselves from the job long enough to attend a refresher course and the subsequent rewards. They all agree, you must plan early!

Major articles include one by Dr. Paul Kruse who borrows his title from Shakespeare, "What's Past Is Prologue." And Dr. Glenn Dildine has generously written for us again, this time on parents' relations with teenagers and how extension agents can help them understand each other.

• With my ear attuned to trends during this Outlook period, I foresee that in the next year the Review, and probably many magazines as well as other media, will try to get some answers on how to help farm families be more efficient farm and home managers. If the answers look good, I'll put them to work on home base.

Happy holidays to you all, CWB.

Year of Achievement

A Review of 1955 Cooperative Extension Work in Agriculture and Home Economics



THE YEAR 1955 might be called a year of challenge and unusual achievement for the Cooperative Extension Service. Because of the complexity of their problems, more farm people than ever before called upon extension workers for help. Nationally, county agents estimate that more than 9 million families were assisted in making some change in agricultural or homemaking practices during the past year. This is 9 percent more than in 1953.

Of this total, 45.8 percent were farm families, 20.8 percent rural non-farm families, and 33.4 percent urban families.

County extension agents assisted 5,809,533 families change one or more farm practices and 5,763,965 families change one or more home practices in 1954. Enrollment in 4-H Club work reached a record high of 2,104,787 members, and home demonstration club enrollment climbed to an alltime high of 1,520,901 members. Extension workers also report working with 290,889 young men and women above 4-H Club age in organized groups during the year.

To do this, every available means of reaching people was used. More than 21 million personal contacts, nearly a million more than in 1953, were made by county extension workers. Telephone calls accounted for 9,294,627 of these contacts, office calls for 8,156,424, and farm and home visits 3,813,042. But in spite of these apparent achievements, the number

of farm and home visits made by extension agents is far too small compared to the needs of modern agriculture.

Total attendance at extension meetings in 1954 was 74,181,016—4 million above that of 1953. Extension agents supervised 199,492 result demonstrations, wrote nearly 1 million news stories, made 206,000 radio broadcasts, and 43,220 television appearances during the year. They distributed 26,600,000 bulletins, circulars, and pamphlets to help answer requests made through office and telephone calls, farm and home visits, and at meetings.

Extension workers continued to rely heavily on local volunteer leaders in carrying out farm, home, and rural youth programs last year. To train the record 1,200,000 leaders that assisted them in 1954, agents held 176,372 meetings with an aggregate attendance of 4,104,253 persons. These leaders in turn held more than 1 million meetings attended by some 19,300,000 persons.

An average of 41 persons attended the 1,342,983 meetings held by county extension agents, compared with 16 attending the 1,196,781 meetings held by local leaders.

Agents were assisted in organizing, planning, and conducting extension work by 26,637 countywide advisory groups with a membership of 679,936 persons. These included overall county advisory councils, agricultural, home economics, 4-H, young men and

women, and farm and home development councils.

More than ever before, the years 1954 and 1955 called for adjustments by farm families to meet the varied and complex problems with which they were faced. Continued high farm output, equaling the record high of 1953, called for production and marketing adjustments. The 4 percent drop in net farm income in face of continued high prices for the things farmers buy called for better management techniques. The 32½ million-acre reduction in major crops required drastic production shifts. And severe drought in a major portion of the South and central plains States necessitated immediate emergency measures.

These were but a few of the problems farm families were confronted with in 1954. Others have their roots in the agricultural revolution that has taken place over the past quarter century. While raising production per worker and the standard of living vastly, it has brought problems that many farm families are unequipped or unable to cope with. These include:

(1) High capital investment which has increased the risk factor in farming: Behind each of the 8½ million farm workers there's an average capital investment of \$14,000 not counting the \$5,000 invested in houses, household goods, automobiles, and other nonproduction items. This is

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4 times the 1940 average of \$3,500 per farm worker, and excluding inflation, is a 70 percent increase. Where 11 million farm workers had behind them a \$3.2 billion machinery investment in 1940, 8½ million farm workers are now using \$18.7 billion worth of machinery.

(2) Increased farm mortgage debt: Continued decline in farm population has resulted in larger units and greater farm mortgage debt per farm family. In 1954 total farm debt reached \$14.7 billion—36 percent above 1950, and 53 percent above the 1940 figure.

(3) Advanced technology and intense competition for agricultural

markets: This has kept the farmer predisposed to application of new research and economic developments ahead of the pack. But it has put small farmers who are unable to mechanize and farmers who are not predisposed to change in a poorer position competition-wise than ever before.

To young couples just starting to farm, and to thousands of others—notably the 1½ million so-called low-income farm families—these add up to almost insurmountable obstacles.

In spite of these problems, American farmers continued the high production per worker last year that has made them the envy of the world.

That one farmer now produces enough food and fiber to feed himself plus 18 others is a tribute to his ingenuity and resourcefulness, and to the U. S. Department of Agriculture-Land-Grant College educational system that makes the results of research readily available to all. In 1900, nearly 31 million Americans in a population of 76 million, or 4 out of 10, lived on farms. In 1954, less than 22 million Americans in a population of 164 million, 1 out of 7, lived on farms. The modern agricultural technology which made this possible has released millions of people from agricultural production to employment in industry and the services.

Improved farming practices often make the difference between profit and loss.



Kentucky fescue and Ladino clover pasture, seeded in fall and fertilized with superphosphate and nitrate of soda fertilizer and covered with chicken manure makes good grazing.



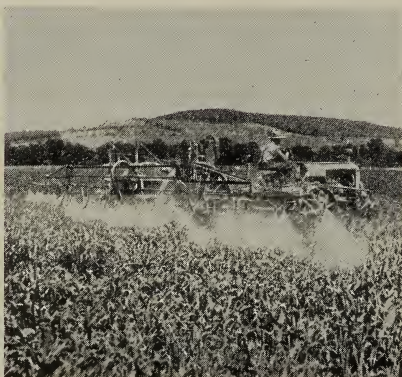
Lurton Marsee and William E. Hunter, Macon County agent, Georgia, look over a cotton field. In 1926, southern farmers planted 44,608,000 acres of cotton; in 1954, 19,157,000 acres.



In addition to using these 5 acres for grazing 3 or 4 months, Ed Cannon of Georgia generally harvests \$1,000 worth of pecans from his trees.



Spreading superphosphate on a pasture on the Rolfe Lee farm, W. Va.



A spray mixture of 2,4-D is used for killing weeds in a field of oats.



USDA laboratory tests new insecticidal materials for the control of fruit pests.



Wise Use of Land

Meeting the Challenge

WHAT to do with some 32½ million acres diverted from major crops, and widespread drought were probably the most critical problems facing farm families last year. Greater production and marketing efficiency, wise use of land, including diverted acres, better home management, emergency production and feeding practices, and increased consumption of food and fiber were the answers. Extension emphasized each of these in 1954 and 1955.

In Nebraska

Assisting farm families to make the best use of their land is both a short- and a long-time goal of Extension. In 1954 the short-time problem was that of making best use of diverted acres. Accomplishments in Nebraska are a good illustration of

what happens when the full force of educational resources are brought to bear upon a problem. Nebraska farmers diverted 1,027,000 acres from wheat and corn production into other crops in 1954.

Finding practical uses of this land within the limitations of the adjustment program, economic conditions, and agronomic requirements posed a real challenge to farm people and extension workers. Together they worked out solutions.

Every means available to Nebraska extension workers for reaching farm people, including press, radio, television, meetings, numerous farm visits, letters, office and telephone calls, bulletins, and special exhibits, was utilized in presenting possible solutions. As a result, 419,000 acres of diverted land were put into drought-resistant sorghum crops, 274,000 acres to alfalfa, 114,000 acres to rye and barley for pasture and early feed

crops, 85,000 acres to soybeans, and 135,000 acres to other crops, largely pasture.

In the Cotton Belt

In 1926, southern farmers planted 44,608,000 acres of cotton. In 1954, they planted 19,187,000 acres. During this time, lint yields have climbed from an average of 173.5 pounds per acre to an average of 339 pounds per acre. While cotton acreage dropped 25½ million acres, lint production has decreased only 2,526,000 bales.

How has land taken out of cotton been utilized?

Several million acres have gone into improved pasture to take care of the increasing numbers of livestock in the South. Timber acreage has also shot up. Georgia, for example, has increased its acreage of improved pasture 4 million acres and timber production by 2.3 million acres since 1936. Oats, barley, soybeans, and

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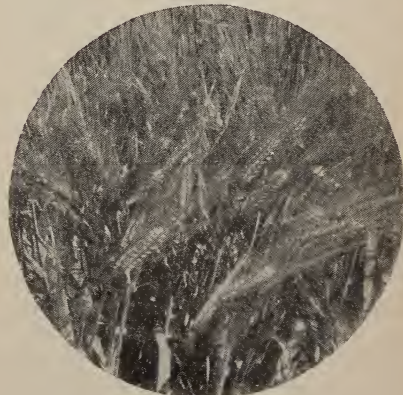
ON DIVERTED ACRES



Oats



Soybeans



Barley

grain sorghums show an increase of 8,876,000 acres over the 1944-53 average in the South. Rice production increased 1 million acres during the same period.

How can additional acres diverted from cotton production be profitably utilized? Increased forage production is one answer—hay production alone was 5,156,000 acres under the 1943-52 average last year. More grain production is another.

Feed and forage reserves have not kept pace with climbing livestock numbers in the South. As a result, last summer's drought found 1,100,297 southern farmers and ranchers declared eligible for drought emergency aid. During the year, 47,849,807 hundredweight of feed and 598,314 tons of hay were shipped into the area at a cost of more than \$50 million. This represents a feed deficit and doesn't include locally grown feed. Nor is feed and forage shipped in by those not declared eligible for emergency aid included. And if livestock had been kept on a full ration instead of sustaining ration, the need would have been even greater.

Throughout the fall and winter months, agents held meetings, tours, and demonstrations to show farmers how to make the best use of available feed. Emphasis was put on the use of drought-resistant and spring-harvested crops. Emergency pasture, hay and silage production, and the use of temporary silos soared.

Mississippi, for instance, reports silage production has jumped 700 percent in the past 2 years. Production of corn and sorghum silage in Arkansas last year nearly doubled that of 1953. Texas farmers stored 1.4 millions tons of silage in 1954—40 percent more than the year before.

Missouri farmers used 50,000 fewer carloads of shipped-in hay last year than they did in 1953, despite the worst drought on record in many areas of the State. A three-quarter million ton increase in roughage did the trick. Nearly 20,000 new silos were built during the year, and storage of grass silage tripled that of 1953. At \$20 per ton for shipped-in hay, this effort was worth \$18 million to Missouri farmers.

Many Silos Were Built for Forage Reserves



A wrecker truck is used in tilting concrete walls into place for this silo.



An unlined trench silo is economical to build and easily filled.



A Missouri farmer unloads silage in his above ground bunker type silo, an economical type to build.



Weighing silage for cattle feeding tests at the Spur, Tex., Agricultural Experiment Station.

Soil Conservation Is a Community Concern

ARNOLD B. ROWLAND, Ford County Farm Adviser, Illinois

"SOIL Conservation for All" describes the aim of our Ford County, Ill., extension program in soil conservation. The success of the program depends, of course, on the people on the land. If each acre of land is to be used according to its capability, and treated properly, men, women, and youth must become aware of the problem and their responsibility for solving it.

Our county soil conservation program has been developed and directed jointly by the county extension program planning committee and the directors of the Ford County soil conservation district. For sev-

eral years this part of our county extension program and the educational phase of the soil conservation district program has been cooperatively planned. In addition, emphasis on soil conservation has been dovetailed into several other phases of our overall county extension program.

Specific activities have included farm tours, contour plowing contests, waterway demonstrations, terracing demonstrations, and soil conservation airplane trips over the lands of the community. An example of the way in which soil conservation is worked into other extension

programs is our annual farm management tour. The tour includes at least one farm whose owner is a cooperator with the soil conservation district. On this farm we present not only the farm management data, but also details of the soil conservation program in effect, starting with a discussion of the land capability map.

Our county vocational agriculture teachers have also made an important contribution to this program through their adult evening schools. Two of the teachers have taken neighborhood groups of 10 or 12 farmers through a series of preplanning meetings, and more than half of the members of these groups have followed through by developing individual farm conservation plans that were approved by the district.

Our first organized soil conservation activity for the women on the land was a farm tour for women only. We extended a special invitation to women landowners. About 20 attended, and they showed as much interest as any group we had ever taken on a soil conservation tour.

In 1953 we cooperated on a soil conservation project for women. The first phase was the development of a local leaders' lesson presented by our Extension Soil Conservationist E. D. Walker, at a county local leaders' training school. These local leaders in turn presented the lesson at their local meetings that month. As a result of these lessons, several of the women expressed a desire to see some of the soil conservation practices installed on Ford County farms. Accordingly we arranged two tours, one for the northern part of the county and one for the southern part. The 48 women who participated seemed to appreciate the opportunity and feel that the time had been well spent.

Our soil conservation program for young people has three principal aspects. The first is the 4-H project in soil conservation. The second involves cooperation with our vocational agriculture teachers. We held a land-judging school so that the teachers might be better equipped to hold similar schools for their students. We also hold an FFA contour-staking contest in connection with

our contour-plowing contest and conservation field day. The third aspect has been in cooperation with the county superintendent of schools in arranging soil conservation tours for teachers who take a summer course in conservation.

Our area newspapers have made an important contribution to our soil conservation program. We try to supply them with timely information on the project and activities connected with it and they have been

very cooperative about printing it.

Ford and many other counties have made remarkable progress in solving the soil and water conservation problem. Much still remains to be done, and I doubt whether the job will ever be completed. But I am sure we can make the most progress by carrying out a coordinated county program that effectively utilizes the resources of all groups and agencies concerned with the problem. We need the help of everyone in conserving our soil.

Soil Testing in Pennsylvania

JAMES H. EAKIN, Extension Agronomist, Pennsylvania

QUOTING a Pennsylvania farmer, "My corn harvest is finished and I am in a better position to judge the results of soil tests sent in last spring. Where I followed your recommendations it took four rows to make a load of corn. Where I didn't follow the recommendations it took six rows. I grew half again as much corn and reaped a handsome profit by following the recommendations listed on your soil-test report. Under separate cover I am sending in soil samples for all my fields."

Another letter states, "Every 5 years I apply 1 or 2 tons of limestone per acre to my fields. This year I was about ready to order lime for my farm when a neighbor suggested that I send soil samples to your laboratory for analysis. I submitted 18 samples of soil and the results amazed me so much I want to tell you about it. None of my fields needed lime and some of them had been over-limed. My lime bill ordinarily runs about \$700. This much saving means a great deal to me, and I wish to thank you for your prompt soil-testing service."

The fixed costs for growing an acre of corn in Pennsylvania amounts to about \$39 per acre before any fertilizer is applied. Or the break-even point on corn production is 33 bushels of shelled corn per acre selling at \$1.50 per bushel. The average corn yield in Pennsylvania over the last 10 years was 45 bushels per acre. This means that the average corn

field in Pennsylvania is yielding only \$18 total net profit per acre. Since corn takes up fully one-third of the cropland acres in Pennsylvania, this low yield is far short of the potential yield of corn fields in Pennsylvania. It has been recently estimated that by using soil-test recommendations and taking other advice on corn production that the average yield could easily be raised to 67 bushels per acre in a very short time. This would mean 45 million dollars total gross income over what is being realized by Pennsylvania farmers today.

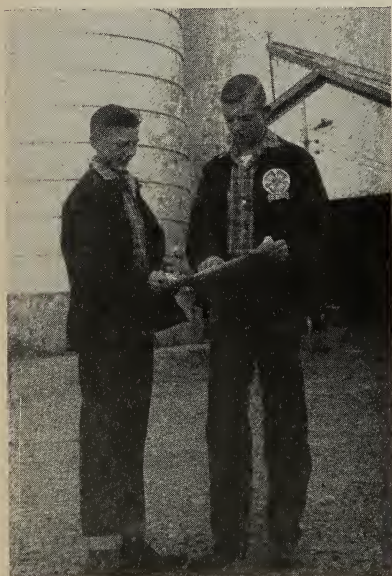
To date a soil-fertility inventory of Pennsylvania has shown that crop yields are about one-half their potential. For example, in some areas of the State 70 percent of the soils are too acid to grow a profitable yield. In other sections of the State 40 percent of the soils have actually received too much lime.

A soil test is no better than the research which has preceded the test. Without fundamental research on soil-testing methods and recommendations a soil analysis is almost worthless. For this reason 6 soil-test pilot farms are continuously operated in Pennsylvania. These are privately owned farms, and each year the farmer has all his fields tested and religiously follows the recommendations of the test. These farms are located on areas which represent broad geographical areas. The soil texture differs from a sandy loam to a heavy, poorly drained, clay area.

4-H Club Members Proud of Record



Proud of his achievement, 10-year-old Joel Holley of Itawamba County, Miss., shows a sample of his 4-H Club corn demonstration. This project fits well into the balanced farm and home program which his family is following.



Leo and Theo Fite, twin brothers, who are members of the Brinkman 4-H Club in Greer County, Okla., look over the list of grain sanitation practices for which they have checked this elevator in their home county. With the help of their county agent, Bill Sallee, the boys worked out the check list. Then they surveyed all elevators in the county and some 75 farm storage bins, recommending changes in practices wherever they appear to be needed.

Kansas county agents find . . .

Demonstrations Sell Irrigation

HAROLD SHANKLAND, Associate Extension Editor, Kansas

WITH subnormal rainfall and a subsequent increased interest among farmers in irrigation, Kansas extension workers are giving more of their time to teaching irrigation know-how to farmers who previously relied entirely on rainfall.

Farmers experienced in dryland farming now going into irrigation farming are finding that practices associated with irrigation and even some of the crops are new to them.

They are learning that they need to know not only the engineering phases of applying water but also crop water requirements, profitable crops for irrigation, seedbed preparation, cultural practices, and fertility needs. Also important is maintaining productivity through crop rotation.

To help farmers get this information, that sound teaching method, the demonstration, is being used by Kansas to point out the essentials of irrigation farming.

Kansas State College, recognizing the big increase in irrigation interest, has established four irrigation development farms in cooperation with other agencies, and has continued and expanded its experimental work at the Garden City station.

This western Kansas area, supplied with water from the Arkansas River and deep wells, has many irrigation farmers who have been assisted by Oscar Norby, county extension agent, and the soil conservation technicians in Finney County.

Educational tours planned by Norby and conducted in cooperation with Gerald Van Vleet, work unit conservationist, have been held each year since 1948. During this period, 12,598 acres have been leveled for irrigation, and 112 wells have been drilled for cooperators, according to Van Vleet.

Demonstrations are used in Norby's county and in other Kansas areas to show irrigation methods and prac-

tices. One of the farms frequently used is that of Charles P. Olomon, Jr., who was chairman of the Finney County extension council last year.

Like a number of others in the 10,000-acre area served by what is called the Farmer's Ditch, Olomon has not had sufficient water for irrigation since 1951. The John Martin dam west of Lamar, Colo., the source of the water for the Farmer's Ditch, has not impounded enough water to meet irrigators' needs.

Because of this, Olomon last year started developing a supplemental supply of water, something, he is convinced, virtually every irrigation farmer needs.

His first step was to drill a 315-foot well. It has a 16-inch casing and a 10-inch turbine pump with a capacity of 2,000 gallons a minute. The other major phase of the \$10,000 project was a reservoir of 2 million-gallons capacity.



Demonstrations on irrigation practices are well attended in Kansas.



Quality Livestock and Poultry

THE COMBINED impact of drought, large livestock inventories, and an unfavorable cost-price ratio put beef cattle producers in a particularly tight situation last year. County agents gave priority to helping farmers and ranchers meet this situation—yet they didn't overlook longtime programs designed to put their operations on a sounder basis.

Extension workers stressed more efficient production and marketing, with quality improvement heading the list. As a result, agents report that close culling of breeding stock and replacement of inferior animals with those of higher quality was pronounced in 1954. Increased emphasis on production-testing programs based on selection of animals for performance helped make this possible.

Breeders were shown how to select top-quality, high-producing sires, and commercial producers how to pick similar females. New Mexico, alone,

reports more than 200 herds of registered cattle in the weight-for-age program. Extension workers there conducted 57 quality improvement demonstrations last year. One herd owner reports the average weight of his yearling bulls has increased 150 pounds as a result of this longtime program. Total influence of improved bulls in commercial herds in New Mexico is best seen in the 2 to 4 percent increase in production per brood cow worth \$3 to \$4 million annually.

Meat-Type Hogs

Nor is quality improvement work limited to beef cattle. Surpluses of lard and consumer preference for lean meat have had a depressing effect on live hog prices in recent years. Extension is helping to show farmers the value of producing meat-type hogs.

In Ohio, for instance, 70 live-hog grading and carcass cut-out demonstrations have been held for pro-

ducers and buyers. Live-hog grading and marketing days are held regularly at 21 livestock markets, with nearly a half-million hogs graded and sold on a price differential basis since the program started. This has meant an extra \$130,000 to Ohio hog producers. But even more important is the influence the work is having on the use of meat-type breeding stock.

Inefficient production and marketing practices result in large losses to livestock producers. To meet this problem, an intensive extension educational program is being carried on with producers, buyers, and packers. The immediate objective is to improve market hogs one grade. This means trading 3 percent of fat worth about 13 cents per pound for 3 percent of lean worth 45 cents. If 10 percent of the hogs marketed in 1954 had met this grade increase, the difference in value would have amounted

(Continued on next page)



A live-hog grading demonstration in an Ohio livestock auction. Herbert Barnes (right) is extension specialist in animal science at Ohio. Lester Miller (third from left) is agricultural representative of a railroad. Others are market agencies' graders.



Wilbur Bruner, extension specialist in animal science and agricultural economics at Ohio, points out the wide backfat in a lard type carcass (right) in contrast to the narrow backfat on the meat type carcass (left). The pigs live-graded are slaughtered for the demonstrations.

(Continued from page 241)

to approximately \$10 million. Nineteen States had extension marketing specialists working with all segments of the swine industry on this problem last year.

Barrow Show Held In Vermilion County, Ill.

Orin W. Hertz, Farm Adviser

Because the problem of giving the consumer what he wants involves the farmer, the buyer, and the packer, we have tried to approach it from the standpoints of all three. To give each of them a better understanding of what a meat-type is, we planned a barrow show. Sponsors included the Vermilion County Livestock Marketing Association, which provided the meat-packing facilities; and the Illinois Extension Service, which assumed responsibility for the educational phases of the show.

Three classes were set up: (1) 190- to 200-pound single barrows, (2) 220- to 240-pound single barrows, and (3) pen of three 190- to 240-pound barrows. Prizes were offered to attract entries. About 35 barrows were entered in the show. They were live-graded in the forenoon, and a price differential of 25 cents a hundred-weight was set, which was based on the day's price. Choice No. 1 received 25 cents plus; No. 2, the day's price; and No. 3, 25 cents minus.

A carcass demonstration was held in the afternoon. A few days earlier eight closely selected pairs of barrows had been picked out at the packing house. One of each pair was slaughtered, and the carcass was put "on the rail" for the afternoon show. Each participant graded the live hogs and then inspected each mate on the rail.

The second barrow show was held on September 18, 1954, and with the same sponsors and classes. The procedure was the same as in the previous show, and we followed a similar pattern at a third show in September 1955.

Yes, old habits are hard to change. But the consumer is forcing everyone to "play the hand" his way. The shows we have already held have made farmers more familiar with the "live" characteristics of desirable meat-type hogs. They are beginning to understand that consumers do not want and will not buy cuts from fat hogs and that it will be to their advantage to produce the leaner kinds. Buyers and packers have come to realize that they have a great deal to learn about how to select hogs on the hoof that will be meat-type on the rail and over the counter. We believe our annual Barrow Show is hastening the day of the meat-type hog in Vermilion County.



Sheep in Blankets

Sheep on dry, windy western ranges may be wearing blankets in the future. Last winter, Dick Stauder, wool marketing specialist with the New Mexico Extension Service, carried out a demonstration which proved that the blankets kept 4 pounds of dust and dirt out of each fleece. The zippered pleat in the front of the blanket takes up the slack so that the blanket may be worn by sheep after early shearing in cold spring weather. Besides, the coyotes are afraid of the blankets and keep their distances from such strangely appareled sheep. Incidentally, the blankets are made of cotton in 10-ounce duck.

The blanket idea has caught on with ranchers, and a new industry is springing up in the Southwest. Orders for more than 100,000 blankets for the coming season have already been placed with awning concerns, which sell the blankets for about 75 cents each.



Jesse Packer of Westover, Md., looks over some of his Hampshire sows and their litters. With the help of the Farmers Home Administration, Packer, a World War II veteran, is able to erect and renovate buildings.



Because of small capital investment per unit compared to other livestock enterprises and the favorable long-time wool and lamb outlook, sheep production is ideally suited to many farms.



4-H Clubs Boost Poultry Industry

THE POULTRY industry of Louisiana has been materially affected by a group of youngsters who have participated in the Chicken of Tomorrow contest during the past 7 years. As tangible results of their influence the State's broiler industry has jumped from 2 million dollars to 13 million dollars, and a high-capacity processing plant has been built in Alexandria, the host city for the annual Chicken of Tomorrow contests.

It was 7 years ago that education, industry, and business joined to sponsor the Chicken of Tomorrow contest. Louisiana youngsters volunteered for participation in this contest, and today they will tell you that they have profited immeasurably from the

training they received.

They know the value of good breeding stock. They are sold on the value of good feed, good brooding, and, in general, good management. They have had the opportunity at local shows to demonstrate to neighbors, parents, and other poultrymen that good practices mean the difference between good and bad poultry production.

It was along the 7-year route of the contest's existence that the young poultrymen proved that they could produce 3-pound chicks on less feed and in less time than the generally accepted period of production, 12 weeks. Then the youngsters raised 3-pound chicks in 10 weeks' time, and

finally cut that period down to 9 weeks. It used to take from 10 to 12 pounds of feed to produce a 3-pound chicken. Today it requires less than 9 pounds of feed to produce that weight bird. When the young people learned that the market wants a white chick because it is easy to pick, it dresses out well and has great eye appeal, they shifted production from red to white chickens.

This contest was conducted in 48 of Louisiana's 64 parishes in 1954. There were 738 junior entries which marked the largest number of entries ever made in any State in this national project. Parish shows were held prior to the State Show in Alexandria.



Fairfield County, Conn., boys leave the hatchery with their chickens. Through a 4-H project in poultry, 847 Connecticut boys and girls have had the opportunity to raise chickens in the last 6 years. Sponsored cooperatively by the Agricultural Extension Service and the Sears-Roebuck Foundation, it was planned to be self-perpetuating.



To Market-To Market

With better products—
In less time—
To more consumers—

EXTENSION work directed at increasing agricultural marketing efficiency and reducing waste in assembling, processing, distributing, and utilizing farm products offers opportunity for improvement as great as that achieved in the production of farm products. Producers, the marketing trade, and consumers benefit when the market is supplied with the quantity and quality of products in demand at a price fair to all.

Extension work in marketing centers on (1) increasing marketing efficiency in order to reduce market costs which now account for 58 percent of the consumer food dollar, (2) developing domestic markets to the fullest extent, (3) helping farmers obtain a better price for their products, and (4) creating among producers and consumers a better understanding of the marketing system.

Expansion of marketing research work and extension marketing staffs has increased Extension's opportunity

to make a real contribution toward greater efficiency in the marketing of agricultural products. Coupled with programs aimed at increasing marketing efficiency, is work directed at providing farmers with the type of outlook information needed to help them adjust production to market demands.

With an increase in Agricultural Marketing Act funds, work with retailers and other handlers has also been stepped up. Greater emphasis has been placed on marketing information for consumers in an effort to increase consumption of specific commodities when in heavy supply, and to provide consumers with practical information on availability, selection, care and use of farm products.

Peaches

Peach marketing losses amount to nearly \$6 million annually. Much of this is caused by overripening in

transit and storage. Rapid removal of heat after picking retards the ripening process 3 to 4 days, permitting peaches to be marketed at a more advanced stage of maturity. In 1952, the South Carolina Extension Service began demonstrating the use of hydrocoolers to cool peaches. As a result of an intensive educational program with growers, marketing organizations, and shippers, 24 hydrocoolers were in use last year. More than 3,000 of the 4,700 carloads of peaches shipped from the State were hydrocooled. Growers estimate this increased their 1954 peach income by \$300,000.

Eggs

Prior to 1953, market outlets for quality eggs were not available to producers in a large part of Texas. Working with all segments of the poultry industry, extension workers helped establish graded egg markets



Better quality peaches, eggs, and apples put more money into producer's pockets last year.

in 37 counties in 1953, and in an additional 48 counties in 1954. Producers sold 31 million dozen graded eggs in 1954 compared with 23 million dozen in 1953. At an annual average price of 5 cents per dozen above current receipt prices, the 31 million dozen eggs brought producers an extra \$1,550,000 and provided consumers a quality product.

Apples

Until 2 years ago, marketing of apples in the Hondo Valley of New Mexico was on an individual producer basis. Growers were almost wholly dependent upon truckers to dispose of their crop. Prices received were usually far below the current market. With guidance from the Extension Service, Hondo Valley growers formed their own marketing organization in 1952. After studying every phase of apple marketing, the growers sold stock certificates and constructed their own grading and marketing facilities. Hondo Valley growers estimate they received \$1 per bushel more for their apples in 1954 than they would have received without the grading and packing shed. Last fall, the New Mexico Extension Service helped San Juan County fruit growers form a similar organization. They constructed a building and purchased equipment identical to that used by Hondo Valley growers. Since then, two apple graders have been installed in the other major apple-producing areas of the State. These are a direct outgrowth of the success of the Hondo Valley work.

Food Information for Consumers

WHOM DOES IT BENEFIT?

YOU, MR. FARMER—



BY HELPING TO
MOVE YOUR CROPS!

YOU, MRS. CONSUMER—

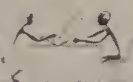


BY KEEPING YOU
IN THE KNOW
ABOUT FOOD!

HOW DOES IT WORK?

SPECIALISTS

GET THE FACTS ON
1. SUPPLIES
2. NO. OF CROPS
3. USES



HOME DEMONSTRATION AGENTS

1. CHECK LOCAL SUPPLIES
2. TELL THE STORY



TO
CONSUMERS



RADIO
and TV



NEWSPAPERS



MEETINGS

Consumer Information

By directing attention to seasonal supplies of food products, consumers are encouraged to make purchases when supplies are large, quality high, and prices favorable. Weekly food bulletins are sent to 3,000 professional leaders from the Extension Research and Marketing Office in Boston. The women's editor for the Boston Post writes, "We use the information each week in a 'Let's Go Marketing' column. Our circulation is 297,412. We find the Food Marketing Bulletin very helpful."

The New York office distributes a weekly release to 515 food buyers of small institutions. Based on a ques-

tionnaire sent to these institutions, about 75 percent use the information, resulting in improved diets at no additional cost.

Turkeys

In one large city, a turkey processor reported, "Last year we sold 32,000 pounds of turkey compared to 50,000 pounds this year. In spite of lower prices, much of the credit should go to your program which has directed consumer attention to a good food buy. You have impressed people with the reliability of information you give on timely food buying suggestions." And a turkey grower who appeared on one consumer information program wrote, "We really had a big response to your TV show. We had so many orders we practically had to take the phone out."

Summary

The total number of persons receiving extension marketing assistance last year was quite large in relation to the number of extension workers. Agents report helping 554,354 farmers in vegetable marketing, 835,076 in dairying, 628,028 in swine, 651,342 in grain crops, and 425,690 in cotton and fiber crops. They assisted 19,095 retailers with merchandising problems.



Sale of turkeys increased after extension television program.

Quality Control for Maine Potatoes

THE regular service of sending spray information notices to growers, newspapers, and radio stations was continued in Maine this year as were measures for controlling potato ring rot. In addition, two intensive campaigns were conducted by the Extension Service in cooperation with the many other organizations interested in the potato industry. One was the control of potato refuse dump piles to prevent the spread of late blight spores. Control recommendations were sent to growers and dealers, and in many communities committees were appointed to be re-

sponsible for locating and reporting all uncontrolled potato dumps. This effort proved to be very effective as a major step in checking blight this year.

The second campaign was equally effective in controlling blight rot in storage, and at the same time to improve the size and quality of potatoes to be harvested. The objective of the campaign was to get growers to kill potato tops 2 to 3 weeks before digging to prevent oversize by halting growth, to help prevent skinning and bruising during digging by allowing time for skins to harden, and to pre-

vent blight rot in storage by eliminating chance of infection from green tops.

Complete cooperation among all agencies and organizations contributed to the success of the campaign. Growers considered early top-killing to be the reason for one of their best crops from the standpoint of uniform size and high quality. Produce men reported that the potatoes handled well and retained their high quality at the retail sales level. The crop reporting service attributed a reduction of 10 million bushels in total yield to the top-killing campaign. At least 60 percent of the acreage was top-killed before digging.



Farmers spray their potato fields to kill the tops. This practice avoids spread of virus diseases which may occur late in the growing season. Producers of potatoes for table use sometimes kill the vines early to prevent development of oversize tubers not suitable for ordinary marketing, to encourage toughening of potato skins so the crop stands harvesting and shipping better, and to prevent dry rot in blight years.

The vines were killed early in this field. Now the potatoes are uniform in size. The skins have been toughened so that the potatoes will not skin and bruise during digging. Attesting to the uniform size and high quality of Maine potatoes, one shipper said, "The crop the past year was well matured with tough skins. Potatoes kept better in storage than in previous years. It was the easiest crop we have had to grade since 1942. In 1942, frost killed the tops early. I am sure that the quality this year can be directly attributed to the top-killing job done last fall."





1



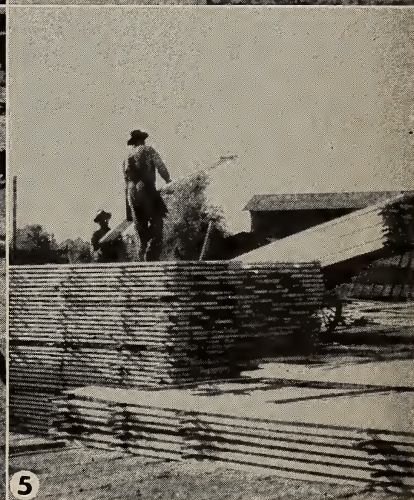
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5

Tree Products a Boon in Southern States

- (1) Loblolly pines planted about 20 years ago on worn-out cropland. Two cuttings have been made already.
- (2) 4-H Club boys pose with the trees they planted in Mississippi Trees for Thrift program.
- (3) A medium size sawmill is essential in a successful farm forest products marketing program.
- (4) Many farmers in Louisiana are producing durable fence posts from farm woodlots by soaking them in preservative.
- (5) Typical lumber from high quality trees from a well-managed farm forest in Louisiana.

In recent years, State extension services have expanded educational work on the marketing of forestry products. Specialized programs under the Agricultural Marketing Act of 1946 are underway in 7 States. Accomplishments in Louisiana last year indicate the value of this work. During 1954, the State's woodland owners were assisted in marketing 15 million board feet of timber products valued at \$4.4 million. In conducting the work, 172 unit marketing demonstrations covering every phase of harvesting and marketing of timber products were held. More than 6,000 farmers

and 87 forest product operators benefited from this work last year.

The Nation's timber requirements are expected to be so high by the end of the century that timber growth will need to be from 70 to 120 percent greater than it now is.

Improved forest management at recent rates of progress appears unequal to providing a balance between cut and growth at the year 2000. This means that further acceleration in forest management and production on both public and private lands must be attained.

File it and Find it

ELAINE MASSEY
Extension District Agent,
Mississippi



WHEN working with agents in our Mississippi counties I found that some office locations were not good, equipment was poor, and we had difficulty in locating material in files.

After taking an Extension summer school evaluation course at the University of Wisconsin in 1948 I decided to make a study in some of the county offices to see if we could help in improving them.

I decided to check filing systems used and did this in 21 Mississippi counties. I found that some had excellent filing systems and were using them well. This was especially true in counties where the home agent and secretary had been there for 5 or more years. There has been much turnover of home agents and secretaries, some counties changing agents each year for 3 years and having one or more changes of secretaries. This made us feel the need for a uniform system of filing so that when an agent or secretary resigns the district agent can explain the filing to the new personnel.

A few of the weaknesses I found in filing systems were that no definite system was used, a different system in each county office, many empty folders in files, failure to file by subjects, and files never cleaned out. No county had an organized history file. The filing equipment was inadequate, including folders, guides, and cards.

As I visited the counties the agents, secretary, and I would discuss their method and their problems in filing and in finding material they had filed, the equipment they had, and their plans. Then I discussed the system that was worked out by the commercial department at State College. The professor had helped me with my own problems in filing, and I use the same principles of filing for the county home agent's office, adapting the subjects to the county program.

I realize that there are many systems of filing and I am not sure that ours may be the best, but we have found that now we are better able to find information we need.

The eight divisions in filing that I recommend for the agent's office are:

1. A Correspondence File (alphabetical filing).

2. Administrative Division. This is the drawer that is most convenient to the secretary and contains contracts, local aid blanks and receipts, monthly reports, monthly report blanks, and policies of Extension.

3. General Division.

Agent's meetings, books, bulletins,

census, equipment, and other such subjects.

4. Home Demonstration Division (alphabetical filing).

Achievement programs, better homes, contests, council, and other subjects.

5. 4-H Division (alphabetical filing).

Achievement programs, contests, enrollments.

6. Subject Matter Division.

Clothing.

Foods.

Preparation.

Preservation.

7. History Division (alphabetical filing).

8. Reports (filed by years).

Annual narrative and statistical reports and programs of work are filed in one folder.

I have assisted 13 counties in the reorganization of the home demonstration files. County agents in two of these counties asked me to assist them in reorganizing their files after I had helped the home agent. I also helped two assistant county agents reorganize their boys' 4-H Club files.

I believe that now in at least the 13 counties where we have new filing equipment and uniform filing systems the new agents and new secretaries are able to locate quickly the information they need. The district agents can now do a better job of assisting agents to incorporate program planning information, activities, and reports so as to make each a part of the whole job of an extension agent.

Yes, *File it and Find it.*

HELP ON OUTLOOK

AN OUTLOOK chart book containing a number of charts and maps has been prepared by the Department of Agriculture and mailed to every county extension office. To increase the usefulness of the charts and maps in this book, filmstrips and slides have been made, in both color and black and white. These may be purchased.

Filmstrip No. C 46 is in color and sells for \$9.25. The same color film-

strip, cut apart and mounted in 2x2-inch cardboard slides, sells for \$16.50. Individual frames, in either color or black and white are 5 cents each.

Filmstrip No. 713 in black and white and priced at \$2.60. A complete set of black and white slides (2 x 2 inch) costs \$9.85.

Send order and remittance for filmstrips and slides to Photo-Lab Inc., 3825 Georgia Avenue NW., Washing-

ton 11, D. C.

A positive photostat, 18 x 24 inches, of any chart or map shown in the chart book may be purchased for 75 cents from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

For information on wall-size charts, county extension workers should contact their respective State offices.



Better Farm and Home Living

THE challenge in 1954-55 wasn't limited to the farm—homemakers share farm problems with their husbands. They also share in the solutions. At the time home demonstration programs were planned last year, the economic picture was one of declining farm prices and slightly rising living costs, particularly the cost of services.

Special emphasis was therefore given to efficient use of time, energy, and money by farm families and to possible savings in the use of each through increased knowledge and skill. That homemakers wanted such assistance is clearly seen in the increased number of requests for extension help last year.

The increase in the number of homemakers requesting assistance on developing supplemental income last year points up their interest in money management. It's significant, too, that in 1954, for the first time, nearly as many women requested information on purchasing clothes as the always large number requesting assistance on making clothes. Homemakers wanted to stretch available dollars as far as they would go. They also wanted to know how they could add to the family income.

In drought areas, garden production fell sharply. Helping offset this was the large increase in assistance requested and given on selection and preparation of food. Early and late gardens missed the brunt of the hot, dry weather and proved of tremendous value.

Although it's difficult to place a monetary value on extension food and nutrition work, particularly on good eating habits and proper nutrition, Texas home demonstration club mem-

bers estimate home food preservation saved them more than \$6 million in 1954.

And in Arkansas, where normal home garden production is estimated to be worth \$24½ million, some 142,000 of the State's 182,000 farm families reported gardens last year, in spite of severe midsummer drought.

Also indicative of increased interest in home efficiency is the number of homemakers reporting changes in laundry practices last year. In 1947, 77,867 homemakers reported that they had made laundry improvements. Last year, 620,899 reported such improvements.

Home sewing has always been a big moneysaver for farm women. Last year was no exception, and special effort was made to reach mothers of young children.

The number of agents doing home demonstration work has increased less than 10 percent during the past 5 years. Thus, home agents have relied more and more on local volunteer leaders in their work with farm families and rural youth. During this 5-year period, the number of leaders has increased 22 percent. And in 1954, 601,000 local home demonstration club leaders and 165,000 women 4-H Club leaders helped carry these programs forward.

Well Baby Clinic Held in Michigan



Doing the record keeping was just one job of the Ellsworth home demonstration group at the Well Baby clinic. Mrs. Richard Mitchell (left) and Mrs. Maynard Fielstra register Mrs. Howard Best with her two children.

BETTER health for the children of their communities was the goal of two home demonstration groups in Antrim County, located in northern Michigan.

By setting up Well Baby clinics, all preschool children had the opportunity to be immunized for smallpox, diphtheria, and whooping cough and at the same time be checked for malnutrition, deformities, and defective sight and hearing.

By taking on this community betterment project, which was approved by local doctors, the home demonstration women helped young mothers prepare their children for school. They worked closely with the State department of health through Dr. A. F. Litzenberger, the district health director, and Mrs. Thomas Butcher,

(Continued on page 251)

When Music Fills the Air

JEAN ANDERSON
Assistant Extension Editor,
North Carolina

"**M**usic is the fourth great material of our nature . . . first food, then raiment, then shelter, then music.' So spoke Christian Nestell Boove.

And so it has been with the home demonstration program in North Carolina. For years Extension workers traveled the dirt roads teaching farm families to grow a healthful food supply, to build a convenient home, to design and construct attractive clothing. But material progress alone does not guarantee happiness among people. There must be a tuning of the ear to music, a clearing of vision for beauty.

Years ago in North Carolina music was woven into the fabric of its people. Ballads and folk songs, only today being recorded, sprang from the simple folk of the mountain cove, the country town. Because they had no other, these people made their own music. Today, however, mass communication is imposing upon the country hearth music of all kinds and the farm people are learning to discriminate.

"Just what does the radio announcer really mean when he says, we're going to have country music?" remarked Mrs. J. Paul Davenport, first chairman of the State music committee. "Does he mean that we are to hear Beethoven's Pastoral Symphony or Mac Dowell's To A Wild Rose or Percy Grainger's Country Gardens?"

North Carolina's home demonstration club leaders began to wonder who decided just what "country music" was and who determined what programs of this music should include.

Club members felt it was their responsibility to see that others were informed and taught to be discern-

ing. The natural music classroom seemed to be the organized home demonstration club where farm women from all over a community came monthly for an afternoon of practical instruction and social contact. And so it was that clubwomen began a music education movement which is bringing to all an opportunity for appreciating and understanding good music.

It was in 1948 that North Carolina's State agent, Ruth Current, heard Norman Cordon, former Metropolitan Opera singer and member of the University of North Carolina music department, address the members of the Sir Walter Cabinet on the value of music in women's clubs.

Miss Current then began to wonder if there were not room for a music

program among the farm families of North Carolina. Were the people ready for such a program? Farm women had already been asking if there were not some way they could learn new songs to sing at club meetings and community socials. And many had plead, like Mrs. Davenport, that they wanted to do something to get the whine of the banjo and fiddle off the air, at least to get people to realize that as country people it wasn't the kind of music they wanted to hear.

Miss Current called a meeting of leaders at the University of North Carolina, Russell Grumman, Educational Extension Director at the University; Edwin J. Stringham, author of music education books; Adeline McCall, supervisor of music in the



These lucky 11 women won Julie F. Cuyler music scholarships to the Catawba Music Workshop.

Chapel Hill grade schools, and Mr. Cordon.

In 1949 a second planning meeting was called, this time of volunteer home demonstration leaders from the counties of the northwestern extension district. From this conference came the organized plan of action. North Carolina's music education program was underway.

In the spring of 1950 club agents and volunteer leaders held a special music workshop at East Carolina College in Greenville to plan a course of action for leaders in each of the State's counties to use in developing their own program. Closely following the Greenville workshop was a second school at Flora McDonald College in Red Springs for agents and leaders of the southeastern district. The impact of these schools was doubled and trebled as the leaders who attended went into their communities to teach others what they had learned.

It was in 1951 when the State's first music committee of clubwomen met at State College in Raleigh to discuss the advancement of the program. Serving on the committee were 6 farm women, 1 representing each of the extension districts. Mrs. J. Paul Davenport was named first State chairman. The committee discussed what music could do for the people of the State and set up five attainable objectives:

1. To improve the caliber of music in rural churches through training schools.
2. To encourage the organization of county choral groups.
3. To urge county choruses to enter the statewide radio choral contest.
4. To prepare and distribute a standard club song book.
5. To organize a statewide home demonstration chorus.

Today, less than 5 years after these goals were set up, all have been attained. But the music program has by no means lost the interest of the people of the State or its impact upon them.

The North Carolina Legislature voted \$70,000 in 1953 for the hiring of trained music supervisors to work across the State teaching music in the public schools. Two statewide music camps have been held, each for

1 week at Catawba College in Salisbury, N. C. To the camp came interested farm women from all over North Carolina to learn from these music supervisors fundamentals of music. And the music didn't stop with the dismissal of classes and rehearsal sessions. On into the early morning hours the women sang and played the piano.

Enthusiasm gained momentum throughout the week and at the close of camp, delegates agreed that the camp had ended too quickly, something rare among farm women who seldom leave home and family for any reason, especially to return to a classroom.

Today working with North Carolina's volunteer leaders are four experts in the State Department of Public Instruction who are on the job to bring music to children in all public schools over the State.

"We are trying to establish the idea that we are no longer teaching music to children, but children *through* music . . . and there's a difference," explained Dr. Arnold E. Hoffman, State supervisor of public school music.

The speed with which the farm people of North Carolina have accepted the music education program proves that it is filling a need in everyday life. And it has come about because extension workers realized that farm people have an aesthetic appetite to be satisfied.

Mrs. Vernon James of Elizabeth City, today's State music chairman, says that there is music and beauty everywhere. "We've just got to create in others an awareness of it," she explained. "And that's what we're doing through our statewide music program."

WELL BABY CLINIC

(Continued from page 249)

the county health nurse.

The group who carried out the first Well Baby clinic was the Milton Center group in Kewadin, Mich. They had another object in mind which probably started the ball rolling in the first place. In their community live several Indian families whom they felt needed help in keeping down childhood diseases.

They contacted all mothers of any-age preschool child either in person or by mail. They arranged for a hall in which the clinics could be held and saw to it that those without transportation got to and from the clinics. They provided the noon-time meals and did the clerical work.

This was done for three sessions in which children returned for shots about a month apart.

The second group in the county to conduct the Well Baby clinic was one in Ellsworth, a little potato farming community of mostly Dutch descent. Their problem was a little different in that there was no doctor in the town, so that families had to travel into larger towns for medical treatment.

The Ellsworth group wanted to prepare their community's children for school. They contacted 100 families by notifying the schools, by sending post cards, and by running announcements in the local paper. One-third of the mothers responded and brought 48 children into the 3-day clinic.

Because these two home demonstration groups have been so successful in giving young mothers an opportunity to protect the health of their children, many other groups in the county are planning on conducting similar clinics in their towns.



Making sure that the Indian children took part in the Well Baby clinic was one of the goals of the Milton Center home demonstration group in Kewadin, Mich. Mrs. Charles Anderson (left) and Mrs. Minor Jones (right) invite Mrs. Johns to bring her daughter to the clinic.

Farm and Home Development

GOOD farm and home management is the key to profitable and enjoyable rural living. Because of this, Extension Services in all States intensified their efforts toward the whole-farm or unit approach to the problems of farm families during 1954. Increased Federal, State, and county extension appropriations which nationwide provided for the employment of 1,084 new extension workers helped make this possible.

The aggregate objectives of the farm and home unit approach are to speed up the application of research results, to help agriculture become more efficient, and to make farm life more satisfying. Its objectives as far as the individual farm family is concerned are to help the family improve its decision-making ability, to choose a system of farming and homemaking best suited to its needs, desires, and resources, and to carry out this course of action in an orderly and efficient manner. The value of such an approach to the problems of farm families is best seen in the results.

In reporting the accomplishments of Kentucky farm and home development families, Dean Frank J. Welch, State extension director, cites a survey made in one community where seven families have participated in the work 3 years.

"This community is in the Knob region of the Appalachian chain.

Hillside are steep—from 30 to 70 percent. Valleys are narrow; bottom-land poorly drained. Yet the improvements carried out by these families are truly astonishing. Below are some comparisons of the county averages and averages of these farms.

"During the past 2 years when farmers have suffered from adverse weather conditions and a price squeeze, and when most farm families suffered a decline in income, these families as a group increased their net income by 11 percent."

	County Average	Average of Farm and Home Development Families
Corn yields per acre.....	33 bushels	68 bushels
Tobacco	1,211 pounds	2,500 pounds
Wheat	16 bushels	31 bushels
Alfalfa	1.9 tons	4.2 tons
Clover	1.25 tons	2.6 tons
Lespedeza	1.05 tons	1.6 tons
Barley	18 bushels	32 bushels
Baby beef (Ky. cow-calf plan) .	475 pounds	675 pounds
Pigs saved per litter.....	6	9
Pasture carrying capacity....	3½ acres per unit	2 acres per unit
Percentage of food produced on farm	50 percent	80 percent
Capacity of total production...	45 percent	90 percent
Homes with electricity.....	42 percent	100 percent
Homes with running water....	3 percent	85 percent
Homes with refrigerators.....	36 percent	100 percent
Homes with washing machines.	34 percent	100 percent
Homes with freezers	3 percent	57 percent



Lola Belle Green (standing) is conducting a child's garment workshop in Calhoun County, Mich. Miss Green is a clothing specialist in the State.



The Norman French family of Lee County, Ark., discuss closing in the front porch.

rolled in the balanced farm and home program, and the number is increasing every day. County agents assisted another 10,690 Mississippi farmers develop some phase of an annual farm and home plan in 1954.

The Tippah County agents report 364 acres of winter pasture on 56 farms in the fall of 1954 compared

with 112 acres on these farms the year before, a 325-percent increase.

One of the first steps taken by balanced farm and home families is getting their soil tested. The Mississippi State College soil testing laboratory tested 25,221 soil samples last year, nearly twice the number tested in 1953.

An Improved Community

SHERMAN BRISCOE, Information Specialist, USDA

IN AN attempt to step up the pace of rural home improvement, the Negro farm and home agents of Jefferson County, Ala., are experimenting with a communitywide improvement project.

Through the years these agents Mrs. Rubye J. Robinson and Percy L. White, like the other Extension Service workers throughout the Nation, have conducted demonstrations and tours and farm meetings with the hope of encouraging individual farm families in their county to adopt better farming practices and improve their homes and surroundings. This has met with a measure of success as a painted home here and a terraced farm there will indicate.

But Jefferson County, whose county seat is Birmingham, is a highly industrialized community. Adequate family-sized farms are few and far between. The surrounding area is made up mostly of rural communities with part-time and subsistence farmers who commute from their homes to jobs in Birmingham and Bessemer. In the midst of the rush to and from work, some of the families have neglected their homes, churches, and schools.

Seeking a way to be more helpful to some of these little communities, the agents 2 years ago launched a program designed to mobilize a whole community to spruce itself up.

The community selected for the try was Leeds, just outside Birmingham. The agents met with the ministers, school principals, 4-H Club officers, and other community leaders to dis-

cuss the idea and map a program. The next step was to organize a community survey group to size up the needs.

The survey revealed that the elementary school was without playground facilities, and the unlevelled grounds were bare of grass and shrubbery; three churches needed painting and beautifying; and 46 homes and 1 store were in need of some repair and modernization; the road in front of the school was in poor condition; and a street light was urgently needed. These needs were made known to the community leaders, and a campaign was launched.

The agents intensified their work of encouraging and guiding home improvements, while the 4-H Club, a local men's club, church officers, and the parent-teacher association took the lead in raising funds to buy paint for the churches, shrubbery for church and school grounds, and facilities for the school playground.

Up to now, playground equipment has been installed at the elementary school at a cost of \$600; two of the churches have been painted and their lawns beautified. The school grounds have been landscaped at a cost of \$240, and 27 of the homes painted, 12 partially remodeled, and the interiors of 41 improved. In some cases, bathroom facilities have been added; in others, it has been a new kitchen range or a whole modern kitchen, and in a few, the furniture throughout the home has been either renovated or replaced and the interior of the home decorated.



Joining in the communitywide improvement project, Mrs. Joe S. Harris is having her home painted. Talking to the painter are Mrs. Harris and County Agent Percy L. White. Twenty-seven homes in the Leeds community (Ala.) have been painted since the drive was launched.

The principal of the elementary school says attendance has picked up, and the children are taking more pride in their school since the landscaping of the grounds and the installation of the playground equipment.

The P-TA president thinks the communitywide improvement project so splendid that she has appointed a committee to continue the work and to help maintain the new standard of community improvement.

The extension agents have moved on to two other communities with their experiment. They hope soon to interest some of the civic organizations of Birmingham in helping to promote similar projects throughout Jefferson County.

A Wisconsin County Chose To Study Public Affairs

BRYANT E. KEARL, Chairman, Department of Agricultural Journalism, Wisconsin

AN EXTENSION program planning session that took an unexpected turn has produced one of Wisconsin's most ambitious county programs in public policy.

It happened at Outagamie County's extension program planning committee meeting. Agent Gale VandeBerg had used a blackboard during the meeting to list possible topics. On one side of the blackboard, production topics were listed; on the other side VandeBerg had sketched five areas of public affairs as examples of other topics on which information was available. Then he turned the board back to the production side, and planning began.

Hardly had a minute of discussion passed when a farmer member of the committee arose and declared, "I think we're looking at the wrong side of the board!"

The turn of the blackboard which followed became a turning point for

Outagamie County.

Immediate planning for local discussions of some of these questions of public interest began. The committee went ahead with plans for the topic, The National Agricultural Program, with emphasis on price supports. The State Extension Public Policy Committee assisted.

A countywide leader training type meeting of key rural leaders was held in January 1954. The 20 town chairmen in the county were invited and they recommended other leaders. All of the townships were represented with 12 town chairmen and 63 farmers attending. An agricultural economist was resource man while an extension specialist served as moderator for the discussion.

This meeting served to develop an awareness of the situation, supply facts on United States farm programs, set up proposals and discuss them, and outline a way to carry this

discussion back to the local communities.

At the end of the day's program, men from each town met separately and scheduled meetings in their towns, with the assurance that they would have resource help. So the program went forward.

All 20 townships participated in the local discussion meetings. Resource people presented background material, and local leaders led the discussion. A total of 481 people attended these meetings.

Besides these gatherings, three institute programs featured talks on the national farm program. An estimated 1,500 people attended these mass meetings.

Radio talks were also used to get the information to the people of Outagamie County.

In evaluating the 1953-54 program, county extension agents felt that even greater interest would have been shown in local discussion meetings had women been leaders along with the men.

As a result, the 1954-55 program was tied in closely with the home demonstration programs for the year. Planning for Retirement was the subject selected for the year.

This program progressed as successfully as the one the previous year, with both men and women leading discussion and presenting factual information. Outagamie Extension Agents Jack Powers, Russell Luchow, and Carla Suckow helped leaders see how discussions could be handled in local home demonstration club meetings or communities. Farm women brought their husbands to the home demonstration meetings.

County agents believe that this year's experiment using both men and women leaders has been most successful. Great interest was stimulated in the local meetings on Planning for Retirement, especially on social security for farmers.

What does the public policy program accomplish? Outagamie County people say that it gives participants facts on which to base judgments and it also awakens interest in policy topics among other groups and organizations in the county.



Farm and city people take part in discussions of public policy. In this session they dealt with "Foreign Trade and the Dairy Farmer."

4-H Girls Share the Answers to Their Clothing Questions

MAE B. BARTON, Extension Clothing Specialist, Pennsylvania

LET us introduce to you Daria Dutke, Patricia Skelding, Gale Stanton, Sonya Popick, Frances Decker, and Shirley Chykosky of Lackawanna County, Pa. These girls first became acquainted at county and district 4-H events. They became friends and naturally talked about those things that always interest girls: their clothes, their community and school activities, and their dates.

Some questions seemed always unanswered during their talks: What to wear on different occasions? How to stretch their clothing budget? How to be sure they looked their best? How to do the correct thing?

Since all had learned to sew in 4-H Club work with Mrs. Betty P. Strutin, county extension home economist, they turned to her for the answers. Deciding they needed outside help, they consulted Elsie Trabert, assistant State 4-H Club leader, and the extension clothing specialist of the Pennsylvania State University. Together this group worked out a series of countywide meetings for 4-H girls, 15 years and older, to help them become more interesting and attractive young ladies.

These meetings started with better posture because the girls realized good posture is essential to good health and looks. How much better their clothes looked and the girls felt—caring for clothing, making it over, adding a new accessory, or even discarding an eyesore. They learned what clothes to wear for different occasions: dates, proms, sports, school, church, travel, and dining out. Personal cleanliness and good grooming habits were discussed and followed.

To get practical and new experiences the girls asked to visit a beauty shop. A former 4-H member, now a local beautician, taught them how to style and care for their hair at home, and how to select and use cosmetics.

Other meetings dealt with how to introduce friends, how to make

friends, what to wear and say when seeking a part-time or full-time job. Some were thinking of trips to district, State, and national 4-H meetings, so these 4-H'ers visited the Casey Hotel in Scranton, Pa., and had dinner in the main dining room. They were dressed for the occasion and well-versed in table etiquette.

Eugene Casey, manager of the hotel, learning of their project, conducted a personal tour of the hotel, explaining its operations to the girls. Each girl became a temporary guest, registering, shown to her room by a bellboy, checking out, and even being paged by the bellboy. All this was a satisfying and new experience which would be useful to them when they stayed at a hotel.

These girls were asked to put on a demonstration of their new project at Pennsylvania's annual 4-H Club week held on the campus of the Pennsylvania State University. The girls enjoyed doing this. All 4-H members are anxious to share their knowledge. Four hundred and fifty girls attended the three demonstrations given by these Lackawanna County girls. Shirley opened the demonstration with a talk and demonstration on colors for the cool, warm, and intermediate types, showing examples. This was followed by a line and design demonstration by Gale and Pat. The girls applied this information to themselves and others in their group as well as using a flannelgraph to illustrate best lines for the not-so-slim and slim figure.

Frances, Sonya, and Daria gave good posture demonstrations while walking, sitting, standing, and getting in and out of a car. Shirley and Daria then gave a style show on how to make two basic outfits suitable for a special date or tea, for church or shopping, by dressing them up or down with accessories.

Daria closed the demonstration by showing and talking about inexpensive and easy-to-make accessories.



Patricia Skelding, (left) Glenburn, Pa., and Sonya Popick, Greenfield, Pa., pose for a photograph after their demonstration on how to make two outfits suitable for various occasions.

The girls had many questions from the groups on color and accessories.

As a result of this fine demonstration other 4-H'ers in Pennsylvania asked for a similar project. This county project became a statewide one for girls. As boys heard about the new project, they asked to join. They wanted and needed similar information. To the girls' delight, the boys wanted to know how to ask a girl for a date, where to go, and so on. This joint project is now known as "When You Step Out."

MANAGING THE FARM BUSINESS—by Raymond R. Beneke, Iowa State College, John Wiley & Sons, Inc., 440 Fourth Avenue, New York 16, N. Y. 1955.

Here is a reference for extension workers and farm people in the farm and home unit approach. In high school level language, it employs the best tools that the science of farm management has developed. It shows how to use those tools to make the decisions that are best in light of one's own particular situation and goals—and the best decisions that are possible in risky situations where even the best-informed farmers often find themselves.—*E. P. Callahan, Extension Economist, Federal Extension Service.*

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DEMAND and PRICE SITUATION

DPS-10

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OCT. 24, A. M.
1955



Approved by the Outlook and Situation Board, October 18, 1955

SUMMARY

Economic activity is continuing to expand in the final months of this year. Preliminary estimates for the third quarter indicate the gross national product is at a record 392 billion dollars, about 9 percent above a year earlier. Rising activity has contributed to a gradual increase in prices of industrial products and nonagricultural raw materials to recent months.

Crop output in 1955 will total the second largest of record according to the October 1 Crop Report. Developments during September were favorable for most crops with a sizable increase indicated for cotton and moderate increases for hay, sorghum grain, rice, peanuts and tobacco. Some deterioration in prospects was reported for soybeans, flaxseed and potatoes. With record output of livestock products, combined production of farm products this year may total around 3-1/2 percent above the record output of 1954.

(Continued on page 2)

UNITED STATES DEPARTMENT OF AGRICULTURE
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Write to Production Economics Research Branch,
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Agriculture, Washington 25, D. C., for these publi-
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